## **Preparation Roadmap**



Tips to stay engaged with the project and prepare your business for success—from start to finish

#### **Engagement**

Information about upcoming projects and projects in design phase can come through a variety of channels including the news, websites, social media, public meetings and WisDOT project staff.

## Install wayfinding signage

Use the Temporary Signage Guide on Page 12, and consult with project staff on questions. Also, familiarize yourself with the resources in this guide on what to expect, how to connect with staff and when to consider working on materials such as temporary signage.

# Get your neighbors, partners and employees involved and continue preparation work

Share project details, discuss concerns and invite them to share ideas. All hands on deck!

## Fine-tune your game plan

Keep up to speed with project information and look for opportunities to connect with other businesses, share resources and collaborate.

## Hold events, promotions and execute your plan

Keep the momentum going throughout the project and be willing to be flexible and adjust your plan if needs change.

Before the Project Year
Before
Construction

9 Months Before Construction 6 Months Before Construction

Months
Before
Construction

During Construction

After Construction

#### **Begin business coordination**

Gather with neighboring businesses to discuss needs, outline your plan and develop a promotions campaign. When possible, bring local chambers of commerce and local officials into these discussions. Begin thinking about temporary signage and wayfinding needs (see the temporary business signage information later in this guide).

## Connect early and often with the project team

Attend the construction kickoff meeting and make sure you have the appropriate contact information and are added to any email lists or social media groups. Stay positive and be patient!

#### **Enjoy!**

A finished project means fresh pavement and an improved route to your business. Make sure you let customers know the barrels are clear. Work as needed to remove any temporary business signage.

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Before the project	Notes and Next Steps	
Attend public involvement meetings, where there's opportunity to connect with project staff and other businesses located within a project's footprint. Begin making lists of key contacts—and let project staff know how to stay in touch with you.		
Learn about the project goals, benefits and anticipated impacts. Note that some of this information for the larger and more impactful projects can be found on Wisconsindot.gov.		
☐ Share with the project team any unique needs of your business, such as upcoming events, as well as access needs, questions or concerns.		
☐ Inform WisDOT staff of any future community events that may require additional coordination.		
Request to be included on any public email lists that may be created for the project.		
1 year before construction—Begin business coordination	Notes and Next Steps	
☐ Identify and list concerns about access, parking, deliveries and other logistical elements that may impact your business.		
☐ Keep an updated list of key project contacts and continue discussion with project staff and other businesses in the project footprint regarding questions, comments and concerns.		
Begin to think about temporary signage and other need-to-know information to help customers and employees navigate the work zone.		
☐ Brainstorm a promotional campaign. This could be unique to your business or in partnership with neighboring properties to establish a consistent theme, tagline or logo.		
Look for opportunities for partnerships, promotions and resources that extend beyond your business by discussing with other businesses, local business groups and local governments.		
6 months before construction — Get your neighbors, partners and employees involved and continue prep work		
o months before construction—det your heighbors, parthers and empto	Notes and Next Steps	
<ul> <li>Get your employees and other partners involved:</li> <li>Share project details</li> <li>Discuss concerns</li> <li>Invite them to participate in construction preparation activities</li> </ul>		
☐ Obtain information on detour routes and other project updates as plans are finalized.		
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☐ If applicable, understand the temporary sign permit process and ask questions as needed.		
Learn about detour routes, construction staging plans and other project updates as they become available.		

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2 months before construction — Gather final project details and complete promotional materials and construction preparation plans.		
	Notes and Next Steps	
<ul> <li>Prepare for detours:</li> <li>Identify delivery locations</li> <li>Notify delivery drivers of changes</li> </ul>		
<ul> <li>Kick-off promotional campaign or other communication efforts to prepare customers for what to expect during construction.</li> <li>Set up social media pages or email lists</li> <li>Consider creating personalized maps and guides that will help customers navigate the construction zone to find you</li> <li>Distribute flyers and keep all staff up to date with the project to inform customers.</li> </ul>		
☐ Hold a final pre-construction coordination meeting with the involved businesses and associations.		
During construction — Execute your plan for events and promotions. Connect early and often with the project team.  Notes and Next Steps		
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☐ Work with staff to maintain a positive mindset; keep staff up to date with the project so there's a consistent message to customers.		
☐ Keep project contact list current and stay in touch with the project team to discuss business needs such as access, parking and special events.		
Execute promotional strategy and keep an open mind to promotional opportunities that may emerge through the course of the project.		
Check in with other businesses in the project footprint to coordinate cross-promotions.		
After construction		
AILEI COIISTI UCTIOII	Notes and Next Steps	
☐ Let customers know the project is complete—and encourage them to come visit you.		
☐ In communications, consider stressing advancements in safety, navigation or walkability.		
Some businesses may consider promotions, which might range from discounts through a ribbon-		